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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s) : Stephen LUPO et al.  
 Serial No. : 09/825,409  
 Filed : April 3, 2001  
 For : INTERACTIVE MEDIA RESPONSE PROCESSING  
       SYSTEM  
 Group Art Unit : 2143  
 Examiner : Joseph E. Avellino  
 Confirmation No. : 1638

**Mail Stop AF**  
 Commissioner for Patents  
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Date: July 19, 2005 Reg. No. 47,893

Signature:   
 Andrew L. Reibman

TRANSMITTAL

SIR:

Transmitted herewith for filing in the above-identified application is a Reply Under 37 C.F.R. §1.116 in response to the Office Action mailed May 16, 2005, for which a three-month response period expiring on August 16, 2005 was set.

No fee is believed to be required. However, if any fee is required, please use Deposit Account No. **11-0600**. A duplicate copy of this transmittal letter is enclosed for that purpose.

Respectfully submitted,  
**KENYON & KENYON**

By: 

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Dated: July 19, 2005



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[12406/35]

**REPLY UNDER 37 C.F.R. § 1.116  
EXPEDITED PROCEDURE  
GROUP ART UNIT 2143**

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Date: July 19, 2005

Signature: Clint

**REPLY UNDER 37 C.F.R. § 1.116**

SIR:

This paper addresses the Final Office Action dated May 16, 2005. Initially, please amend the above-captioned application without prejudice as follows:

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 7 of this paper.